

Three examples of flyers

The first flyer has to do with Halloween and how Bloomsburg is holding a competition to see who has the best Halloween costume. I like this flyer because it stands out and all the colors have to do with Halloween so you know exactly what the flyer is about. The crap and page principles were used well in this flyer.

I chose a flyer for the students because it is able to grab their attention better with the way the word are setup and also the pictures and animation that are on them.

Contrast- The flyer was able to use contrast by using different colors associated with Halloween which are white orange and black.

Repetition- The flyer showed repetition by all the main points of the letter being in bold while also having the whole title in orange bigger font while also being italicized.

Alignment- The picture is in the middle of the flyer while the words are lined up perfectly down the right side.

Proximity- all the information is spread out evenly throughout the flyer.

Purpose- Trying to get people to dress up for the football game to win a prize

Audience- College students

Genre-Flyer

Engagement- To make it feel like it’s almost Halloween for people

Second flyer



Has to do with Colombia hall and how everyone can connect with each other through Facebook. I like this flyer because everyone knows Facebook and are going to stop and look at it when they pass it because it is going to grab their attention.

Contrast- Uses the Facebook colors blue and white throughout the flyer to show that it has to do with Facebook

Repetition- Uses italicized lettering throughout the flyer

Alignment- All information is either spaced evenly on the left side of the flyer of at the top or bottom

Proximity- All information is spread out evenly throughout flyer

Purpose- To get student who live in Columbia to interact on Facebook

Audience- College students

Genre- Flyer

Engagement- Everyone knows Facebook which grabs people’s attention right away

Third Flyer



Has to do with the harsh topic of violence and how that is not the way to solve problems. You can tell that this flyer is about stopping violence right away with having all the violent words big and red while underneath having violence is not the answer in big black letters.

Contrast- Uses the colors red and black while also having sad faces to engage the reader

Repetition- All the related information is in the same color font while also being the same size and format.

Alignment- All information is lined up evenly throughout the flyer

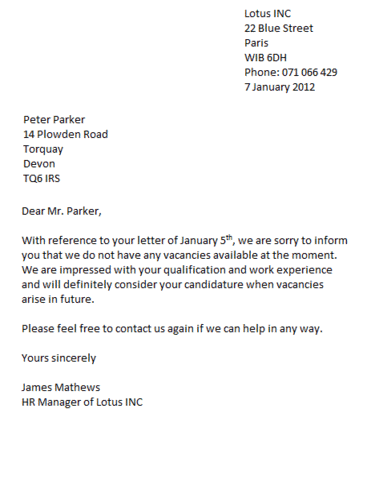
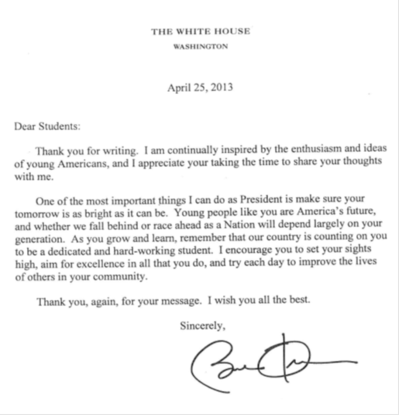
Proximity- All the information is spread evenly throughout the flyer

Purpose- To get people to see that violence is not the answer and that there is alternative ways to solve problems.

Audience- College Students

Genre- Flyer

Engagement- To grab people attention by using colors that relate to violence

I chose to do a letter for a faculty member or family member because letters can be more personal and have a lot of information that couldn’t be presented well in a flyer.

Three examples Of Letters

All three of these letters are very similar in the ways that they show the crap and page principles so I am going to explain them all together.

Contrast- Black lettering on white paper which stands out.

Repetition- Names and specific information gets repeated throughout

Alignment- All information is evenly aligned down the left hand side of the page

Proximity- All information is evenly spaced out throughout the letters

Purpose- To portray information in a professional way

Audience- Either Potential employee or students

Genre- Letter

Engagement- to engage the reader in a professional manner.



Three examples of a satire

The first satire I thought was funny because it shows a college graduate asking a person if their brain looks bigger on the day of graduation. This is funny to me because your brain doesn’t grow just because you have a college degree it grows over time.

Contrast- Dark colors on a white background

Repetition- Word bubbles are repeated

Alignment- Pictures and word bubbles are in the middle of the page

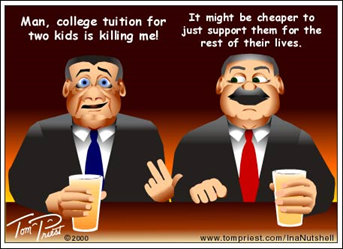
Proximity- Pictures and word bubbles are evenly spread-out

Purpose- To get people to laugh and see that just because you graduate from college it doesn’t mean that your brain grew bigger than other peoples.

Audience- College students

Genre- Satire

Engagement- Get people’s attention through laughter



Second satire has to do with college tuition and how it has become very expensive and a strain on people. I like this one because it has to deal with a topic that most people stress about and that is how they are going to pay for college since the prices of tuition are so high now.

Contrast- Going from dark colors to light colors and vice versa

Repetition- Background colors are repeated and also drinks are both the same color.

Alignment- Information and picture are aligned evenly throughout the picture.

Proximity- Picture and information and an even distance apart.

Purpose- To get people to think about tuition while also making them laughs

Audience- Parents

Genre- Satire

Engagement- To get people’s attention through dark colors and laughter



Third satire has to do with how hard it is to get a job coming right out of college. The picture shows a person speaking at graduation and asking them if they find a job to see if there is an opening for him as well.

Contrast- Dark and light colors used throughout

Repetition- Same colors used for the same things in both photos

Alignment- Everything is evenly aligned throughout the photo

Proximity- Spacing is the same between the picture and information

Purpose- To get people to laugh while also thinking about the job market and how it has become hard to find a job

Audience- College graduates

Genre- Satire

Engagement- To grab people’s attention through laughter